



**2.1**

**SPECIAL COMMITTEE OF THE WHOLE MEETING**

**Community Room  
Monday, April 27, 2015  
6:00 p.m.**

Present:

Mayor Blomberg	Trustee Brandt
Trustee Feldman (Arrived at 7:00 p.m.)	Trustee Grujanac
Trustee McDonough	Trustee Servi
Trustee McAllister	Village Clerk Mastandrea
<del>Village Attorney Simon</del>	Finance Director Peterson
Village Manager Burke	<del>Chief of Police Kinsey</del>
<del>Public Works Director Woodbury</del>	Community & Economic Development
Economic Development Coordinator Zozulya	Director McNellis

**CALL TO ORDER**

**1.0 ROLL CALL**

Mayor Blomberg called the meeting to order at 6:06 p.m. and Village Clerk Mastandrea took the roll call.

**2.0 ITEMS OF GENERAL BUSINESS**

**2.1 Community and Economic Development**

**2.11 Report from TeamWorks Media Regarding Status of  
Lincolnshire Branding Initiative and Consideration of Brand  
Design Options**

Economic Development Coordinator Zozulya updated the Board on the status and report from TeamWorks Media regarding the branding initiative and consideration of the brand design options.

Ms. Carol Summerfield and Ms. Kathleen Bokar, representing TeamWorks Media, provided a presentation regarding in-depth interviews and survey findings related to the Branding Initiative. TeamWorks Media also presented various brand design options from other communities and brand options to consider for the Village of Lincolnshire.

Trustee Grujanac requested copies of the presentation be shared with the Board after this meeting. Village Clerk Mastandrea recommended developing logo applications for the Village newsletter using the multi-colored tree logo as an example for Board review.

Trustee McAllister asked why TeamWorks Media thought the current logo or “L” needed to be replaced. Ms. Summerfield noted it was TeamWorks Media’s opinion the current font of the “L” is outdated and recommends an update be completed to present a modern and progressive image for the Village.

A conversation took place regarding the brand options presented. Mayor Blomberg noted he liked the process TeamWorks Media is providing, but expressed his opinion is that he would like some of the options presented incorporated in the current logo.

A discussion regarding the colors of the proposed logo options followed. Trustee Grujanac informed TeamWorks Media the colors in the current logo are consistent with Lincolnshire schools and the proposed blue color resembles the color used in the Lake Forest High School logo. Ms. Summerfield noted the reason she chose the blue is because she thought the color would pop.

Trustee Brandt noted support for the multi-colored tree logo but suggested revising the shape of the trees. Trustee Brandt stated the “L” in the prairie-style option was hard to see. Trustee Brandt did not recommend using water in any of the options given the fact that floods carry a negative connotation for some residents and businesses.

Village Clerk Mastandrea stated her opinion was the bird logo options were too generic and did not relate to Lincolnshire well.

Trustee Brandt asked for Staff comments. Community & Economic Development Director McNellis expressed his opinion that staff generally felt the logo option with the prairie-style feel and the multi-colored trees were the strongest design options. Community & Economic Development Director McNellis noted the prairie style “L” was his favorite option and noted he appreciated how the letter “L” retains prominence in this design.

Economic Development Coordinator Zozulya noted her opinion were the two strongest options were the prairie-style L and the multi-colored tree logos.

Finance Director Peterson noted he liked the current Lincolnshire “L” design and queried why this design could not be updated or incorporated into the design options presented by TeamWorks.

Village Manager Burke noted he felt the multi-colored tree design was the strongest option for the Village. Village Manager Burke noted this design provided the greatest opportunity to tell or market the Lincolnshire story. With each color representing different aspects of the Village, Village Manager Burke noted he could envision this logo design being used in a variety of manners to promote different aspects of the Village or its services.

A discussion regarding the various logo options presented and possible variations on the designs followed.

It was the consensus of the Board to review the presentation and provide comments to staff which TeamWorks will then take into consideration as they further refine their design options.

### **3.0 ADJOURNMENT**

Trustee Grujanac moved and Trustee McDonough seconded the motion to adjourn. Upon a voice vote, the motion was approved unanimously and Mayor Blomberg declared the meeting adjourned at 7:16 p.m.